



Learning Express

Folsom Cordova Unified School District
State & Federal Programs
909 Mormon Street, Folsom, CA 95630
Cell: (916) 996-0076 (916) 996-0073
Fax: (916) 985-0648

16 October 2006

Bruno Cohen
President & General Manager
CBS 13/CW 31
2713 KOVR Drive
West Sacramento, CA 95605

Dear Mr. Cohen,

The Learning Express staff thanks you for being part of the Stuff the Bus campaign in August. You are part of the area's leadership that enhances community ties while providing a path to personal and academic success to our most needy students. Last year, the Learning Express Program served 486 identified, eligible students in the Folsom Cordova Unified School District. The families had been living in motels, shelters, or transitional housing at Mather Community Campus.

The school supply-filled backpacks and boxes filled with additional donated school supplies are appreciated by our students who come to us lacking the basic items to be successful in school. The Stuff the Bus campaign allows us to serve these students and have a more effective program.

As Learning Express staff, we truly feel that the selfless service and example of leadership results in lives that are touched in a way that makes a difficult circumstance more bearable.

Thank you for all you do for the community.

Sincerely,

Learning Express Staff

Charlene Hunt
District Liaison/
Teacher

Trish Antonetti
Categorical Program
Assistant

Lori Moore
Teacher

Kathleen Heinz
Instructional Aide

Hupe, Pallas

From: Maria.Robinson@cancer.org
Sent: Tuesday, October 24, 2006 4:34 PM
To: Hitt, Brandi; Hupe, Pallas
Cc: Penna, Diana
Subject: Thank you!
Follow Up Flag: Follow up
Flag Status: Red

Dear Pallas and Brandi,

Thank you so very much for emceeing our wonderful walk this weekend! I know it was an early morning for you, so I'm especially grateful for your participation. Simply put - the two of you were amazing. You did such a great job of engaging the crowd, keeping them interested, keeping the script upbeat and fun - the crowd (and our staff) loved you! Heck... I loved you! In all the years I've been involved with this event (six) this is by far the best stage program we've ever had. Why? Because the two of you did such a tremendous job!

I truly hope to see you back next year. I really enjoyed working with both of you... you're so much fun!

Here are a couple of shots from the event - I have loads more, so I'm going to put them on a CD for you.

Thank you!
Maria

By the way... we raised \$745,000 and had 13,000 walkers there!

Maria Robinson
Marketing Communications Director
American Cancer Society, Great Valley Region
Office: 916.446.7933 x311 Mobile: 916.838.8100

www.cancer.org | 1.800.ACS.2345

12/14/2006

Hupe, Pallas

From: Fitzgerald, Brian (DHS-CDIC) [BFitzger@dhs.ca.gov]
Sent: Friday, October 27, 2006 5:38 PM
To: Hupe, Pallas
Subject: RE: It was great meeting you
Follow Up Flag: Follow up
Flag Status: Red

Happy Friday Pallas! I definitely hope that our paths will cross again. And I will keep you posted regarding our efforts.

Brian

From: Hupe, Pallas [mailto:phu@kovr.com]
Sent: Thursday, October 26, 2006 7:34 PM
To: Fitzgerald, Brian (DHS-CDIC)
Subject: RE: It was great meeting you

Dear Brian:

Thanks for writing and for the compliment. Brandi and I had a great time - what an impressive event! I'll definitely keep your email on file just in case. I'm sure we'll cross paths again too.

Regards,

Pallas

From: Fitzgerald, Brian (DHS-CDIC) [mailto:BFitzger@dhs.ca.gov]
Sent: Thursday, October 26, 2006 12:18 PM
To: Hupe, Pallas
Subject: It was great meeting you

Pallas,

It was great meeting you and Brandi at the Making Strides Against Breast Cancer event on Sunday. You ladies did a wonderful job!

Please let me know if I can ever be of assistance.

Many regards,

Brian

Brian Fitzgerald
Public Relations Manager
California Nutrition Network
California Department of Health Services
Cancer Prevention & Nutrition Section
1616 Capitol Avenue, Suite 74 516
MS 7204
Sacramento, CA 95814
916-449-5447
916-449-5414

BFitzger@dhs.ca.gov

Eat Smarter, Be Active and Get Healthy California.

12/14/2006

CITY
of
YUBA CITY

FIRE DEPARTMENT

324 CLARK AVENUE • YUBA CITY, CALIFORNIA 95991 • (530) 822-4690 • FAX (530) 822-7561



Marc Boomgaarden
Fire Chief

November 3, 2006

Ms. Diana Penna
2713 KOVR Drive
West Sacramento, CA 95605

*For Happy Public
file Thanks,
Diana*

Dear Diana,

I enjoyed the opportunity to meet with you at the recent Pink October Fashion Show up here in Yuba City. It's not often that I get a chance to eat dinner and talk with a real live celebrity!

On behalf of the men and women of the Yuba City Fire Department please accept our heartfelt thanks for your continued support of the Fashion Show. The support for this event continues to grow and your fantastic efforts as the MC for this event add so much to the evening.

As promised, I am enclosing a "onesie" emblazoned with the Yuba City Fire Department logo for your new little guy. All we ask in return is a picture of you and him when he arrives!

In closing, thanks again for your efforts. If there is anything that I or the members of the Yuba City Fire Department can assist you with please do not hesitate to ask.

Take care,

Marc Boomgaarden
Fire Chief

Enclosure

PBWC

PROFESSIONAL
BUSINESSWOMEN
OF CALIFORNIA

P.O. Box 6657
San Mateo, CA 94403
Tel: 650-548-2424
Fax: 650-745-3417
www.pbwc.org

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Patricia Williams
Director, Silicon Valley Complex
Mendocino

November 21, 2006

Ms. Pallas Hupé
News Anchor
CBS 13/KOVR
2713 KOVR Drive
West Sacramento, CA 95605

Dear Pallas,

Thank you for your participation in the 3rd Annual Sacramento Area Conference of the Professional BusinessWomen of California. We appreciate the time and talent you contributed to the women and girls who attended our conference on November 9th. We are delighted with the overall attendance and the positive program evaluations we have received.

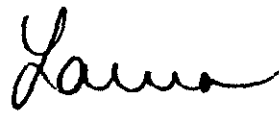
PBWC prides itself in presenting conferences that give attendees the inspiration, knowledge, tools and skills that will advance their careers and personal lives. With your assistance we were able, once again, to deliver the resources our audience has come to expect. Without you, this day of "The Power of Connection" would not have been possible.

On behalf of the Board of Directors and our membership, we are truly grateful for your participation and inspiration.

With warmest regards,



Ruth A. Stergiou
Executive Producer



Laura Deck
Program Manager

and we look forward to next year!
Happy Thanksgiving

December 12, 2006

Diana Penna
KOV 13
2713 KOVR Drive
West Sacramento, CA 95605



Dear Diana:

The volunteers and staff of the California Division of the American Cancer Society join me in offering our heartfelt thanks for your outstanding support as a Flagship Sponsor this past October at Making Strides Against Breast Cancer in Sacramento.

KOV 13 dramatically demonstrated to the public its commitment to the fight against breast cancer. With your leadership, the Society enjoyed a record-breaking year, mobilizing more than 13,000 participants, and generating more than \$745,000 in Sacramento. What an accomplishment!

Nearly 20,000 Californians will be diagnosed this year with breast cancer, and Making Strides Against Breast Cancer is their best collective voice. With your help, the American Cancer Society will continue to advocate for increased availability of treatment for these individuals, and for screenings for all individuals at risk. Our work will be particularly critical for those patients who are underinsured or uninsured, and who may therefore have less access to the very programs they need.

Making Strides Against Breast Cancer holds a very special place in my heart. It brought me to the work of the American Cancer Society and opened the door to a volunteer career where I could fulfill my own passion to make a difference in the course of this disease.

This holiday season I invite KOVR 13 to continue its partnership with the Society. I have asked Maria Robinson to continue her work with you and your company to see if there are additional ways that we can work together to share the joy of the holidays throughout the entire year by offering hope to all, and peace and comfort to those who need it most.

I hope that you and your employees found your participation in Making Strides Against Breast Cancer to be as personally meaningful for you as it was inspirational to all of us here at the American Cancer Society.

In deep appreciation,

A handwritten signature in black ink, appearing to read "Jeff Kean".

Jeff Kean
Chair of the Board

JK/ca

California Division Inc.
1717 A J Street, Suite 100, West Sacramento, CA 95691
916.333.1100 ext. 1000 or 1001

San Francisco –KPIX, KBCW

www.alz.org

Northern California
& Northern Nevada
1060 La Avenida Street
Mountain View, CA 94043-1422

650 962 8111 phone
650 962 9844 facsimile
800 272 3900 helpline

KPIX-TV
KBCW-TV

alzheimer's association

February 8, 2008

With Offices In:

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Monterey
Reno
Sacramento
San Rafael
Santa Cruz
Santa Rosa

Mr. Ronald Longinotti
President and General Manager
CBS 5/The CW Bay Area
855 Battery Street
San Francisco, CA 94111

Dear Mr. Longinotti:

Many thanks for the depth and breadth of community awareness support provided by CBS TV5 and The CW Bay Area for our 2007 Memory Walk on Treasure Island. Memory Walk is the largest annual Alzheimer's public event in the nation. In addition to being our nonprofit's largest fundraiser, Memory Walk is also one of our major opportunities each year to raise public awareness about Alzheimer's disease and related disorders.

Proceeds from the Treasure Island Memory Walk 2007, held on October 6th, now exceed \$1,130,000, making it the first Million Dollar Memory Walk in the Nation and the largest in the nationwide network of the Alzheimer's Association. Over 7,000 attended Memory Walk 2007 and tens of thousands more heard about Alzheimer's disease and the hopeful progress of our mission: *To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.*

We know from our surveys, registration forms, anecdotal reports and first-hand viewing during the past several years that CBS 5 and The CW Bay Area have continued to play a consistent, major role in building awareness about Alzheimer's disease and helped considerably in achieving this year's Memory Walk success.

Of your stations' efforts on our behalf, we especially appreciated runs of the station-produced Public Service Announcements, for a combined value of \$100,000. In addition, the public affairs segments and inclusion on the station Web sites were tremendously helpful. This while – on the completely separate side of your station operations – the news room continued throughout the year to broadcast news items and features informing communities throughout the Greater San Francisco Bay Area about the major, unfolding Alzheimer's story, already being described as the public health crisis of the 21st century.

We believe the continuing hands-on involvement of CBS 5 Eyewitness Sports Director Dennis O'Donnell, himself an Alzheimer's family member, was invaluable as he appeared in the station-produced PSAs and returned as Master of Ceremonies on Treasure Island. In addition to personal Memory Walk involvement and contributions by a number of station personnel, the generous \$2,000 station donation, is deeply appreciated.

Also greatly appreciated behind the scenes were the encouragement from Akilah Monifa and especially the continuing support and superb professionalism of Rosemary Roach.

the compassion to care, the leadership to conquer

Because Dennis O'Donnell, CBS 5 and The CW Bay Area were so integral to the success of our Memory Walk this year, we have featured the station logos in our just-printed Greater Bay Area Winter 2008 Newsletter (circulation: 42,000). Several copies are enclosed here and the online version can be found on our chapter Web site (www.alz.org/norcal). In our previous newsletter, for Fall 2007 (enclosed), we were also pleased to feature both the logos and several pictures with Dennis O'Donnell at AT&T Park, along with 49ers Coach Mike Nolan and Giants Manager Bruce Bochy. The presence of both CBS 5 and The CW Bay Area was very noticeable to our 7,000 participants on Treasure Island last year, via multiple banners, the popular Memory Walk 2007 tee-shirt and the program book.

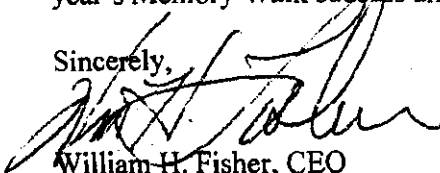
Thanks to the public awareness CBS 5 and The CW Bay Area helped us generate, more people know the difference between Alzheimer's and healthy aging, more families know where to find help and support, and more of those concerned about the devastating personal and public impacts of Alzheimer's know they can join us as the national movement to defeat Alzheimer's through support of advocacy and research.

Currently an estimated 5.1 million Americans have Alzheimer's; of these half a million live in California. If no cure or prevention is discovered, by mid-century – when an entire generation of 78 million aging baby boomers will be at risk – there will likely be a 300% increase in cases. Millions of Californians will be touched by Alzheimer's. As Dr. Michael McCloud, UC Davis School of Medicine and member of our chapter's Medical Scientific Advisory Council, so aptly has phrased the situation, if we do not find a cure, by mid-century there will essentially be two kinds of Americans: "those with Alzheimer's and those helping take care of someone with Alzheimer's."

The Alzheimer's Association is the largest private funder of Alzheimer's research and the world leader in Alzheimer's support. Since beginning our research grants program in 1982, we have awarded over \$200 million to more than 1,400 peer-reviewed projects, including for important work here in the Greater Bay Area. The Alzheimer's Association is the premiere provider of services and programming for all individuals, families and communities touched by Alzheimer's disease and related disorders, including information, support, referrals, education and training, advocacy and research. The proceeds from Memory Walk contribute to the provision of these services and programs here in the Greater San Francisco Bay Area.

Again, many thanks for the contributions of CBS 5 and The CW Bay Area to this past year's Memory Walk success and for your continuing support of our public mission.

Sincerely,



William H. Fisher, CEO
Alzheimer's Association, Northern California & Northern Nevada

Attachments: Winter 2008 Newsletter & Fall 2007 Newsletter

CC: Rosemary Roach, Dennis O'Donnell



FOOD BANK

of Contra Costa and Solano

Because no one should go hungry

ICPIY-TV
ICBCW-TV

MAILING ADDRESS

PO Box 271966
Concord, CA 94527

February 6, 2008

CONCORD LOCATION

4010 Nelson Avenue
Concord, CA 94520

Rosemary Roach
CBS5
855 Battery Street
San Francisco, CA 94111

925-676-7543 main
925-671-7933 fax

Dear Rosemary:

I cannot thank you enough for all you did to help food banks in the Bay Area meet the needs of the hungry in our community through the Food For Bay Area Families food drive. The partnership you created with Whole Foods was an incredible benefit to us in our efforts to help those who are hungry. It was also wonderful that you were able to publicize the significant support food banks receive from the corporate community through your cut-ins during the weather report on the noon and evening news.

FAIRFIELD LOCATION

1891 Woolner Avenue
Suite 1
Fairfield, CA 94533

707-421-9777 main
707-421-0205 fax

As you probably know, we have all seen a significant decline in the amount of shelf stable food coming to us from national donors, at the same time we are seeing less food come from the U.S. Department of Agriculture. Because of this, it is essential that we rely on the generosity of people in the community who want to help. Thanks to the food drive you coordinated, we are able to educate the community about the way they can help. You have helped us make a significant difference in the lives of those in need in our community. With partners like you, we can make the community a better place.

Federal Tax
ID #94-2418054

Thank you for all you do.

Visit us on the web at
www.foodbankccs.org

Sincerely,

Larry Sly
Executive Director

a member of

America's Second Harvest
The Nation's Food Bank Network



SAN FRANCISCO FOOD BANK

20th Anniversary Event Final Report

Thanks in part to the support of the KPIX-TV / CBS 5, the San Francisco Food Bank has raised a net total of \$517,256; enough funding to ensure 25 Healthy Children Pantries are open in the neediest public schools, where 60% or more of the students receive free or reduced price lunches. These Healthy Children Pantries will provide groceries to 1,700 families and are part of our network of 171 neighborhood pantries across the city.

Over the past year, the San Francisco Food Bank has focused on expanding our network of neighborhood food pantries with the goal of making food accessible, culturally appropriate, and available in a dignified manner. We grew our pantry network from 148 to 171 sites, distributing more than 65% percent of our annual poundage through these pantries. Distributing food through locally run pantry sites allows us to reach more marginalized populations like seniors and working poor families in underserved neighborhoods across San Francisco. Healthy Children Pantries are located at sites such as schools and community centers that serve families with children.

This year, the San Francisco Food Bank will provide 29 million pounds of fresh fruits and vegetables, healthy protein, nutritious dairy products and other groceries to San Franciscans in need. This food helps feed more than 124,000 low-income individuals, seniors and working poor families living in every neighborhood of San Francisco.

With support from KPIX-TV / CBS 5, the San Francisco Food Bank continues to serve as the largest distributor of donated food to more than 500 nonprofit agencies in San Francisco; for many organizations, we are the only source of food for their food and meal assistance programs.

The San Francisco Food Bank is very appreciative of KPIX-TV / CBS5's support as we continue growing to meet the needs of the city's diverse low-income population. Over the coming year we plan to expand our annual food distribution yet again, to 28.5 million pounds – enough food to provide more than 61,000 meals a day. In addition, we plan to aggressively expand our neighborhood pantry sites to meet the increased need, adding 22 new sites over the course of 2007-2008. We thank you for your generous response to hunger and look forward to sharing our ongoing successes with you as we work together to eliminate hunger in San Francisco.



San Francisco Food Bank
900 Pennsylvania Avenue
San Francisco, CA 94107
www.sffoodbank.org
415.282.1900

900 PENNSYLVANIA AVENUE, SAN FRANCISCO, CA 94107

Telephone: (415) 282 1900 Facsimile: (415) 282 1909 www.sffoodbank.org

Member, America's Second Harvest – The Nation's Food Bank Network



YOUTH SERVICES

Larkin Street Youth Services
701 Sutter Street, Suite 2
San Francisco, CA 94109
Tel (415) 673.0911
Fax (415) 749.3838
www.larkinstreetyouth.org

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January 23, 2008

Ms. Leann Renee James
Executive Assistant
CBS 5/CW Bay Area
855 Battery Street
San Francisco, CA 94111

KPIX-TV
1013CW-TV

Dear Ms. James,

On behalf of the Board of Directors, staff, and most importantly, each and every one of the young people we reach out to, thank you for your thoughtful gift of 15 tickets to the Oakland/Denver game on December 2, 2007, which you have valued at \$540. We at Larkin Street are grateful for the investment you have made in our work that will help to ensure that homeless and runaway youth have every opportunity to pursue their dreams and leave street life for good.

Thanks in large part to the support we receive from people like you, Larkin Street has evolved over the past twenty years from a small neighborhood Drop-In Center into a nationally recognized continuum of care. Today, Larkin Street offers 23 programs through twelve distinct sites in San Francisco and is widely acknowledged as a leader in the development and implementation of programs that work. In the past year, we served more than 3,200 youth through our housing, education, and support services—a 31% increase—and we made over 6,500 contacts with young people who are still on the streets.

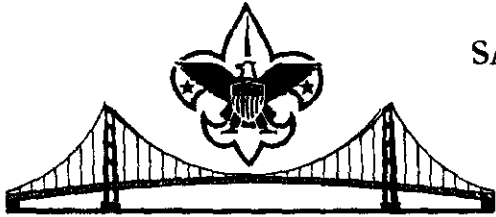
In any given year, we estimate that as many as 5,700 kids find themselves homeless in San Francisco. Larkin Street will provide the emergency care and long-term assistance these kids need and your thoughtful gift will enable us to accomplish this mission.

Again, thank you for your generosity and for understanding the importance of our work in the community. We are very grateful to have you as a member of Larkin Street's extended family and look forward to your continued involvement for years to come. If I can ever be of assistance to you, please feel free to call on me.

With best regards,

Kathie Lowry
Chief Development Officer

We acknowledge that you have not received any goods or services for your donation. Please retain this letter as your gift record for income tax purposes. Larkin Street 501c3 tax ID#: 94-2917999.



**SAN FRANCISCO BAY AREA COUNCIL, No. 28
BOY SCOUTS OF AMERICA**

Preparing young hands to reach higher

December 27, 2007

Ms. Kate Kelly
Reporter
KPIX Television-CBS 5
855 Battery Street
San Francisco, CA 94111

Dear Kate:

The San Francisco Bay Area Council would like to once again thank you for serving as the Mistress of Ceremonies for our 3rd Annual Distinguished Citizen Dinner honoring Stephen D. Bechtel, Jr. on December 11, 2007. This year's Distinguished Citizen Dinner was a great success; in fact \$450,000 was raised to benefit Scouting in our community.

Your participation each year helps to make this a premier event that highlights the success of Scouting in the Bay Area. We are honored that you take the time out of your busy schedule to help us recognize some of the true giants of our community such as Steve Bechtel.

Thank you once again for your participation.

Sincerely yours,

Frank R. Yoke, III
Director of Finance Services

SAN FRANCISCO BAY AREA COUNCIL #28
is funded entirely by private businesses and individuals.

YOUTH LEADERSHIP TRAINING CENTER

1001 Davis Street, San Leandro CA 94577-1514 – Phone: (510) 577-9000 – Fax: (510) 577-9002
(800) 231-7963 www.sfbac.org

YERBA BUENA
GARDENS
FESTIVAL
SAN FRANCISCO

KPIX-TV
KBCW-TV

February 8, 2008

Rosemary Roach
Director of Public Affairs
KPIX/CBS5
855 Battery Street
San Francisco, CA 94111

Rosemary
Dear Ms. Roach,

We are very grateful to KPIX/CBS5 for helping the 2007 Yerba Buena Gardens Festival reach a record-breaking attendance of over 138,000 (a 30% increase over 2006), many of whom heard about YBGF through Eye on the Bay, and other CBS/KPIX promotion. Enclosed is our 2007 season report, including audience demographic data, and a DVD of 2007 Festival excerpts that will surely make you smile!

We are now gearing up for the 2008 Yerba Buena Gardens Festival. Per our two-year Partnership Agreement, we will acknowledge KPIX/CBS5 in all promotional materials including our season brochure, printed programs, website, e-newsletters, MySpace page, posters, and from the stage.

Please let me know if you need a new logo or video footage for a new commercial. We have some wonderful visuals included in the enclosed DVD, and additional footage is also available.

2008 programs that might be of interest to KPIX/CBS5 because of high attendance are: Rupa & the April Fishes (May 4), Israel in the Gardens (June 1), Omar Sosa Afreecanos Quintet (June 8), Merola Opera (July 6), SF Theater Fest (July 27), Pistahan Festival (Aug. 9-10), Brazilian Percussion Day (Aug. 31), Latin Jazz All Stars Concert (Oct. 5) and Mayor Newsom's Family Fest 2008 (Oct. 18).

As you know, YBGF presents nearly 100 performing arts events FREE to the public between May and October every year. We will forward a confirmed season calendar by February 15. Is it possible to have a promo spot to begin airing by April 1st?

KPIX/CBS5 has been an invaluable partner for the Yerba Buena Gardens Festival. With your continuing sponsorship, we look forward to another great season!

Warm regards,

Linda Lucero
Linda Lucero

Executive/Artistic Director

Thank you again!

cc: Marshall Lamm, publicist

Television

AT&T Celebrity Winterfest



KPIX-Channel 5

15 Second Winterfest Promo

Aired 35 times on CBS; 22 times on Cable 44

Noon News Program

Anchor Juliette Goodrich recapped AT&T Celebrity Winterfest complete w/video and commentary.

March 10

Estimated viewers: 61,000



*Thank you
CBS 5 : cw -
you helped so
many.
Julie Goodrich
Special
Olympics*



SAN FRANCISCO FOOD BANK

October 19, 2007

Ms. Rosemary Roach
CBS 5/ KPIX TV
854 Battery Street
San Francisco, CA 94111

Dear Rosemary,

I wish to sincerely thank CBS 5 TV for producing, shooting, and editing the SF Food Bank's 20th Anniversary video. We truly appreciate the dedicated, hard work of your News Department staff in support of the San Francisco Food Bank's 20th Anniversary.

It is my pleasure to tell you that the dinner and silent auction raised nearly \$650,000. Thanks to your generous support the San Francisco Food Bank has enough funding to ensure 25 Healthy Children Pantries are open in the neediest public schools, where 60% or more of the students receive free or reduced price lunches. These Healthy Children Pantries will provide groceries to 1,700 families and are part of our network of 171 neighborhood pantries across the city.

This year, the San Francisco Food Bank will provide 29 million pounds of fresh fruits and vegetables, healthy protein, nutritious dairy products and other groceries to San Franciscans in need. This food helps feed more than 124,000 low-income individuals, seniors and working poor families living in every neighborhood of San Francisco.

For the many families and individuals who face the day with nothing to eat, the San Francisco Food Bank is truly a lifeline. Through your support, you are helping to end hunger and improve the lives of disadvantaged people in our community. On their behalf, I thank you for your generosity and compassion. Thank you for helping us build a stronger, healthier San Francisco.

Sincerely,

Paul Ash
Executive Director

P.S. The San Francisco Food Bank's Federal ID number is: 94-3041517. No goods or services were provided in exchange for this contribution.

900 PENNSYLVANIA AVENUE, SAN FRANCISCO, CA 94107

Telephone: (415) 282 1900 Facsimile: (415) 282 1909 www.sffoodbank.org

Member, America's Second Harvest — The Nation's Food Bank Network



October 9, 2007

Rosemary Roach
KPDX
855 Battery Street
San Francisco, CA 94111

KPIX-TV
KBCW-TV

Dear Rosemary:

I wanted to take a moment and thank you for all of your assistance and support to make this year's JPMorgan Chase Corporate Challenge a huge success! As the largest business-oriented sporting event in the Bay Area, the Corporate Challenge would not have been as successful without your help and I value the partnership we have in working together to grow the San Francisco race.

A crowd of 5,340 runners and walkers from 233 companies took part on a clear, windy night at beautiful Crissy Field in the Presidio, adjacent to the Golden Gate Bridge. This year's race had the largest crowd since 1990, 25-percent more than 2006, and a staggering 146-percent higher than the 2,100 logged in 2003. The JPMorgan Chase Foundation made a donation for each entry to support the YMCA of San Francisco's Claire Lilienthal Learning Academy.

VMWare had the largest team with 220 participants, a particularly pleasing turnout since it is a company JPMorgan enjoys a client relationship with. Cisco Systems, a first-time participant from San Jose, came in a close third with 189, and vowed to win the Largest Participation Award in 2008. In addition to VMware and Cisco, Barclay's Global Investors, Genentech and Autodesk all had over 100, and 14 others had more than 50.

After covering the windy, 3.5-mile course, participants warmed up at a colorful post-race party at the nearby Sports Basement. The pizza, pasta and salad dinner was a big hit with over 800 runners staying for dinner.

The message on the quality of this event reached Mayor Gavin Newsom, who issued a "JPMorgan Chase Corporate Challenge Day" proclamation. And CBS5 weather anchor Roberta Gonzales, a passionate endurance athlete, appeared to present post-race awards. The men's winner was three-time champ Konrad Knutsen of NAI BT Commercial while Katy Hollbacher of Build It Green successfully defended her women's crown.

For a thorough look at the photos from our rejuvenated JPMorgan Chase Corporate Challenge in San Francisco and a review of our record-breaking Series year, please visit www.jpmmorganchasecc.com.

Thank you again, I look forward to working with you again next year to build on the successes of 2007!

Most sincerely,

Gary Pike, APR
Marketing & Event Planning Director
gary@pikeandcompany.com
415-585-2100



JPMorgan Chase
Corporate Challenge®

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RUBICON PROGRAMS INCORPORATED
A NON PROFIT COMMUNITY ORGANIZATION

August 22, 2007

Ms. Leann James
Executive Assistant
KPIX/KBCW TV
855 Battery Street
San Francisco, CA 94111

Dear Ms. James,

Thank you for donating to Rubicon Programs! Your in-kind gift of sixty 49er tickets for the Saturday, August 18, 2007 game was greatly appreciated. You gave the gift of a genuinely special day for those who may not ordinarily have the resources to attend a professional football game – thank you! Contributions to Rubicon help us provide jobs, housing, and skills to the 3,700+ women and men that we serve in Contra Costa and Alameda Counties who are disabled, homeless, and/or unemployed.

Rubicon's mission is to create and deliver integrated solutions to profound social problems. Our purpose is to make a positive and lasting impact on people living in poverty and on people living with disabilities, especially psychiatric disabilities. We empower people to move out of poverty and improve their quality of life.

On behalf of the thousands of people in our community who want to rebuild their lives, thank you for your support.

Sincerely,

Jane Fischberg
Executive Director

Thanks for your support!

Please consider this letter official receipt of your tax deductible in-kind contribution of sixty 49er tickets to the August 18, 2007 game. Our federal tax identification number is #94-2301550. Rubicon Programs Incorporated is a 501(c)3 non-profit organization, IRS Section 170(b)(2)(iii) for both federal and state tax purposes. Your in-kind gift is fully tax-deductible. No goods or services were provided to you in exchange for this gift.

Employment services and business enterprises • Affordable housing • Comprehensive mental health and support services

2500 Bissell Avenue • Richmond, CA 94804-1815 • TEL 510.235.1516 • FAX 510.235.2025 • TT 800.735.2929
Rubicon@Rubiconpgms.org • www.rubiconpgms.org



EDGEWOOD

Transforming Lives. Restoring Hope.

PRESIDENT AND CEO
Nancy H. Rubin

May 25, 2007

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Ms. Leann Renee James
KPIX - KBCW
855 Battery St
San Francisco, CA 94111-1503

Dear Ms. James:

On behalf of the Edgewood Center for Children and Families, thank you for your generous donation of 100 passes for Santa Cruz Broadwalk. You have estimated the value of your gift at \$2,895.00. We are grateful for your support of Edgewood's programs and services.

Edgewood helps children and families overcome some of life's most difficult challenges - abuse, neglect, isolation, and family crisis. Founded as a refuge for Gold Rush orphans in 1851, we have steadily evolved to meet our community's changing needs. Our agency now helps more than 5,000 Bay Area children and families each year through community, school-based, and residential programs.

Your generous contribution enables us to continue our legacy of caring and further our mission. As we prepare to serve an ever-growing number of children and families in the coming year, we are truly grateful for your support.

Sincerely,


Sheila Whelan Duffy
Chief Development Officer

*Your contribution is tax deductible to the extent allowed by law. This letter serves as your receipt for tax purposes.
No goods or services provided to you in connection with your contribution. Tax I.D. #94-1186168*



Cultivating Health, Education and Culture

October 15, 2007

Leann R. James
Executive Assistant
CBS 5/The CW Bay Area
855 Battery Street
San Francisco, CA 94111

KPIX-TV
KCBCW-TV

Dear Ms. James:

On behalf of the staff at MACSA and more specifically the MACSA staff and clients, we would like to take this opportunity to thank you for your generous donation of 100 Unlimited Ride Tickets for the Santa Cruz Boardwalk. Our staff and youth clients along with their families will certainly enjoy taking a trip to the Santa Cruz Boardwalk .

Your support is truly appreciated!

* MACSA is an exempt status 501(C) (3) non-profit organization * 94-1635200

In Community Spirit,

Alex Ontiveros
Chief Development Officer
Mexican American Community Services Agency, Inc.



San Francisco
State University

Center for Integration and
Improvement of Journalism

1600 Holloway Avenue
San Francisco, California 94132

Tel: 415/338-2083
Fax: 415/338-2084

<http://cij.org>

July 30, 2007

Rosemary Roach
Community Relations Manager
CBS 5
855 Battery Street
San Francisco, CA 94111

KPIX-TV
KBCW-TV

Dear Rosemary:

Thank you for the financial contribution of \$1,600, and for a newsroom tour for the Bay Area Multicultural Media Academy (BAMMA).

The 12 participants of our BAMMA and those of us at the Center for Integration and Improvement of Journalism at San Francisco State University are very grateful for your support of our summer high school workshop.

BAMMA is an intensive two-week summer workshop for young people of color and economically disadvantaged Bay Area youth who are interested in journalism. BAMMA is based at San Francisco State University. The best part is that it is absolutely FREE for the participants.

This summer we accepted 12 teenagers to live in the dorms, learn journalism, and produce a multi-media website and newspaper. During the workshop, participants visited newsrooms and worked with professional and college journalists.

BAMMA is our way of identifying and mentoring young people who are considering a career in journalism. This project is part of the news media's diversity efforts to attract a more diverse and a culturally competent staff. In 2006, less than 14 percent of all journalists at major U.S. daily newspapers were people of color compared to 31 percent of the general population. Many newspapers have no journalists of color on their staff. News media companies, corporations and individuals who want to help diversify America's newsrooms fund BAMMA.

As you see, you are supporting a very important workshop. I have enclosed a copy of Golden Gate Xpress 2.0 so you can see how your efforts have helped young people. Also visit our website <http://bamma.cij.org/> to see multimedia stories and the profiles of the students who produced them.

Again, we appreciate your support of this very important program for young journalists.

Sincerely,

Cristina L. Azocar, Ph.D.

Director

The California State University: Bakersfield, Channel Islands, Chico, Dominguez Hills, Fresno, Fullerton, Hayward, Humboldt, Long Beach, Los Angeles, Maritime Academy, Monterey Bay, Northridge, Pomona, Sacramento, San Bernardino, San Diego, San Francisco, San Jose, San Luis Obispo, San Marcos, Sonoma, Stanislaus



KPIX-TV
KBCW-TV

NATIONAL KIDNEY FOUNDATION AUTHORS LUNCHEON

HONORARY CO-CHAIRS

ANN GETTY
AMY TAN

EVENT CHAIR

JULIE HOBBS

2006

BRIAN COPELAND
ELIZABETH GEORGE
KHALID HOSSEINI
ANNE LEBOVITZ
EUNA O'BRIEN
MO WILLEMS

2005

MICHAEL CONNELLY
TRACY KIDDER
ANITA DIAMANT
DAVA SOBEL
AMY TAN
MIKE WALLACE

2004

DAVID BALDWIN
BEN CAZZARA
ANDREW SEAN GREER
T. JEFFERSON PARKER
PEGGY POST
PETER SIS

2003

DANIEL HANDEL
MARINE HONG KIMSTON
ADAM LARA
RICHARD NORTH PATTERSON
ANN PARKER
THOMAS STEINBERG

2002

JEAN AUEL
KATHI KAMEN GOLDSMARK
GREGG ANDREW HORMEYER
LOUIS B. JONES
LAILA TALAMY
AVILET WALDMAN

2001

PO BRONSON
MICHAEL CHABON
JANE HAMILTON
SHELDON SIEGEL
AMY TAN
GAIL TSUKIYAMA

2000

RICHARD PAUL EVANS
OLIVIA GOLDSMITH
LYNNE HORTON
GUY JOHNSON
MALACHI MCCOY
ANNE MEN

1999

ALAN DERSHOWITZ
ARTHUR GOLDEN
JOHN LESCOWART
SCOTT MILLER
KEITH SCHUBERT
LISA SUE

1998

LENN BUCKERMAN
DAN BRON
ERIN CAHILL
ANN PATRICK
RICHARD NORTH PATTERSON
JANE SMITH

October 3, 2007

Ms. Rosemary Roach
Dir. of Public Affairs
CBS 5/ The CW Bay Area
855 Battery St.
San Francisco, CA 94111

Dear Ms. Roach,

On behalf of the National Kidney Foundation of Northern California & Northern Nevada, I would like to thank you for your generous donation of \$3,500.00 for our Nineteenth Annual San Francisco Authors Luncheon on November 10 at the Hilton San Francisco. This letter serves as your receipt so please keep it with your tax records. Our federal non profit I.D. number is 94-6130713, and the tax deductible amount of your gift excludes \$45.00 per person for goods and services provided.

The event schedule is: 10:00 a.m. Book Sales and Signing
12:00 p.m. Luncheon
12:30 p.m. Authors Program
2:00 p.m. Book Sales and Signing

No tickets will be issued for the event. Your table will be determined by the date in which you purchased your table. When you & your guests arrive at the hotel, you must check in at the registration table to get the table number. **Enclosed is a Lunch Guest List that we are asking you to complete and return no later than October 12.**

It is through your support that the Authors Luncheon has grown over the years to become not only the National Kidney Foundation of Northern California's largest yearly fundraiser but also the Bay Area's premier literary event. Your contribution helps more than 15,000 kidney dialysis patients and their families, transplant patients and thousands of others in varying stages of kidney and urological disease. Programs such as the National Kidney Foundation's Family Camp, annual summer camp for children on dialysis, scholarships for patients, financial assistance, public and professional education, and research into finding a cure for kidney disease are made possible because of you.

For updates and ticket information for other NKF events and programs please call 415.543.3303 or visit our website www.kidneynca.org.

Thank you again for your participation and for making a difference in the lives of kidney and transplant patients. We look forward to seeing you soon.

Sincerely,

Christopher Kelley

Christopher S. Kelley
Chief Executive Officer

*Rosemary,
Thanks so much for your
generous support and long term
commitment to the NKF.
We really appreciate it!
Sant, Chi*

1997

CHITRA DIVAKARUNI
MOLLY GILES
HERB GOLD
SEL GRANTON
ANNE LAMOTTE
SCOTT TORRES

1996

DOROTHY ALLISON
GUS LEE
GITA MEHTA
BESSA PLAIN
REYNOLDS PRICE
MARTIN CRUZ SMITH

1995

PAUL CONROY
EMILIE DANIELA
JENNIFER EGAN
RICHARD NORTH PATTERSON
AMY TAN
STEVEN TERREL

1994

ISABEL ALLENDE
ROY BLUMBERG, JR.
HARRIET DOUGER
KIM DOUGLAS
THOMAS KENEALLY
APRIL SINGLAI

1993

DAVE BARRY
CHARLAINE HUNTER-GAULT
ANNE LAMOTTE
ELMORE LEONARD
BHARATI MUKHERJEE
RICHARD NORTH PATTERSON

1992

HERB CAEN
PETER PATTERSON JAMES
ARMISTEAD MAUPIN
TERRY MCMILLAN
KATHERINE NEVILLE
AMY TAN

1991

ERIN BROWDER
A. S. BYATT
PAUL ERMANN
SUSAN SHILLON
AMY TAN

1990

MARY CHILDRESS
MADON CUNNINGHAM
DANIELA DENNE
ANNE RICE
CHARLES M. SCHULZ

1989

BARNABY CONRAD
NATHAN COONS
MARTIN CRUZ SMITH
AMY TAN
MELBA ZETTERWILL

NATIONAL KIDNEY FOUNDATION
OF NORTHERN CALIFORNIA & NORTHERN NEVADA
131 STUART STREET, SUITE 520, SAN FRANCISCO, CALIFORNIA 94105-1240

543.3331



**ASIAN
HERITAGE
STREET
CELEBRATION**

809 Sacramento Street
San Francisco, CA 94108

sponsored by AsianWeek Foundation

1CPX-TV
1CBW-TV

**3rd Annual Asian Heritage Street Celebration
May 19, 2007**

June 4, 2007

Rosemary Roach
CBS/CW
855 Battery St.
San Francisco, CA 94111

Dear Rosemary,

On behalf of AsianWeek Foundation and the organizing committee of the 3rd Annual Asian Heritage Street Celebration, I would like to thank CBS/CW and you for your participation in this year's event.

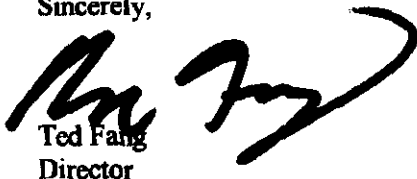
Without your generous support, the Asian Heritage Street Celebration would not be possible. And your media sponsorship, along with the commercial spots that you provided, helped to make this year's event our biggest, best and most exciting to date.

CBS/CW's commitment to Asian Pacific Americans was showcased before more than 90,000 fairgoers, 200+ booth participants (including more than 50 community groups), more than a dozen ethnic and major media outlets, and more than a dozen high-profile public officials, including Mayor Gavin Newsom, Assemblyman Mark Leno, State Senator Carole Migden and Police Chief Heather Fong.

Additionally, our marketing campaign saturated the San Francisco market with nearly 100% coverage through a unique and innovative multilingual mix of mainstream and Asian media, including the San Francisco Chronicle, outdoor and mass transit advertising, radio, CBS/CW television and Comcast cable.

The APA community is an emerging market, with median incomes and education levels topping all other ethnic groups. And its buying power is growing nearly three times faster than the general population. So you can be sure that your participation in shaping the identity of today's APA community will have a long-lasting impact with this unique, fast-growing and valuable demographic.

Sincerely,



Ted Fang
Director



Mission Cultural Center for Latino Arts

A Unique Cultural Experience!

November 2, 2007

Arturo Riera
Digital Advertising Sales Manager
CBS Television Stations Group-San Francisco
KPIX-TV/KBCW-TV
855 Battery Street
San Francisco, CA 94111

Dear Mr. Riera:

On behalf of the Board of Directors, I wish to thank you for your generous gift of 25 Raider tickets.

Mission Cultural Center for Latino Arts is a 501 © (3) non-profit organization founded in 1977. It was created to promote, preserve and develop the Latino cultural arts that reflect the living tradition and experiences of the Chicano, Mexican, Central and South American, and Caribbean people. MCCLA's Board and Staff take pride in enriching, in a most unique way the cultural and artistic life of the Mission, San Francisco, and Bay Area residents. Earned income from art classes, exhibits, and donations such as yours, allow us to continue offering quality and relevant programs and services to the community.

Thank you again for your support.

Sincerely,

Jennie E. Rodriguez
Executive Director MCCLA

For your records, our tax identification number is 94-2576484. No goods or services were provided in connection with this gift.

KPIX-TV
KBCW-TV

December 12, 2006



Ron Longinotti
President and General Manager
CBS 5 and CW Bay Area
855 Battery Street
San Francisco, CA 94111

Dear Ron:

The volunteers and staff of the California Division of the American Cancer Society join me in offering our heartfelt thanks for your outstanding support as a Flagship Sponsor this past October at Making Strides Against Breast Cancer in the Bay Area.

CBS 5 and CW Bay Area dramatically demonstrated to the public its commitment to the fight against breast cancer. With your leadership, the Society enjoyed a record-breaking year, mobilizing more than 21,000 participants, and generating more than \$1,560,000 in the Bay Area. What an accomplishment!

Nearly 20,000 Californians will be diagnosed this year with breast cancer, and Making Strides Against Breast Cancer is their best collective voice. With your help, the American Cancer Society will continue to advocate for increased availability of treatment for these individuals, and for screenings for all individuals at risk. Our work will be particularly critical for those patients who are underinsured or uninsured, and who may therefore have less access to the very programs they need.

Making Strides Against Breast Cancer holds a very special place in my heart. It brought me to the work of the American Cancer Society and opened the door to a volunteer career where I could fulfill my own passion to make a difference in the course of this disease.

This holiday season I invite CBS 5 and CW Bay Area to continue its partnership with the Society. I have asked Colleen Adams to continue her work with you and your company to see if there are additional ways that we can work together to share the joy of the holidays throughout the entire year by offering hope to all, and peace and comfort to those who need it most.

I hope that you and your employees found your participation in Making Strides Against Breast Cancer to be as personally meaningful for you as it was inspirational to all of us here at the American Cancer Society.

In deep appreciation,

A handwritten signature in black ink, appearing to read "Jeff Kean".

Jeff Kean
Chair of the Board
JK/ca

cc: Rosemary Roach and Jackie Wright

California Division Inc.
1710 Webster Street, Oakland, CA 94612
t) (510) 893-7900 f) (510) 835-8656